



# The New Exploration Center at NASA Ames *"SPACE WORLD"*

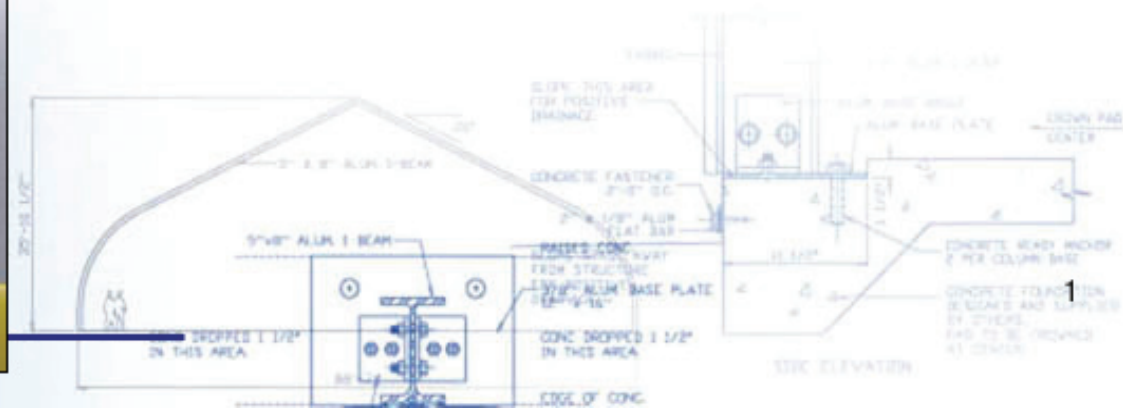
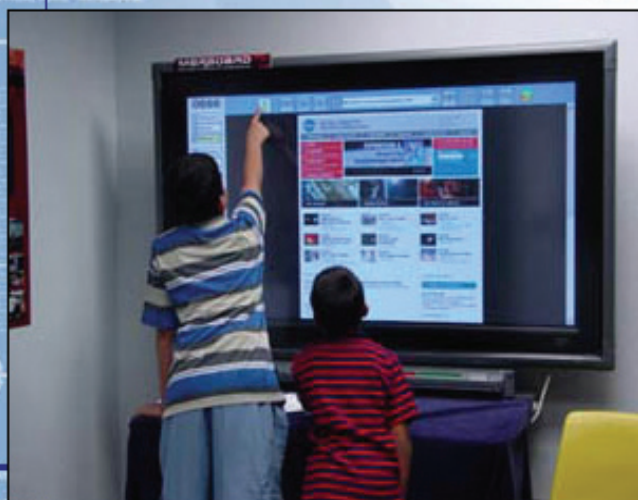




## The New Exploration Center at NASA Ames

**Building on the momentum of the highly successful Mars Center, NASA Ames, in conjunction with the California Air and Space Education Foundation, is developing a new “Exploration Center” that will:**

- Inspire the “next generation of explorers”
- Showcase technologies developed at NASA Ames
- Feature exciting hands-on, interactive exhibits for youth
- Display NASA artifacts and historical exhibits
- Provide a platform for promoting NASA Ames partnerships
- Attract and entertain 200,000-plus visitors per year

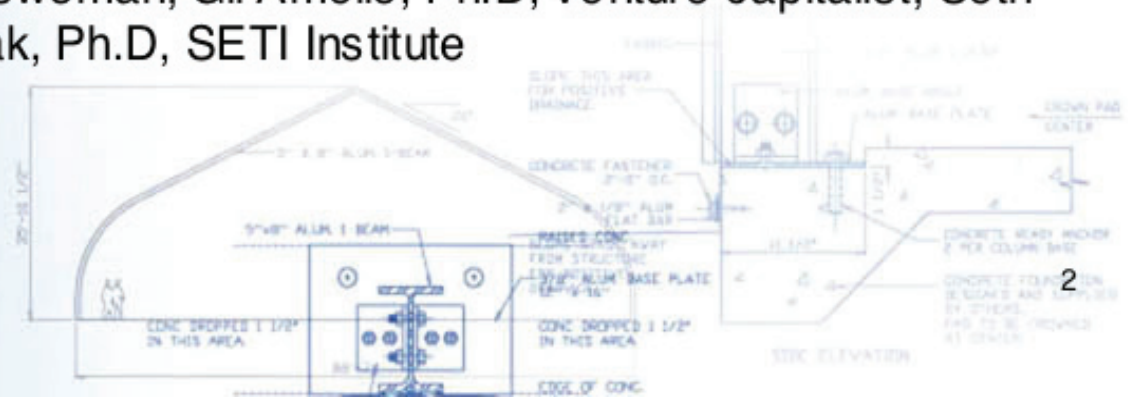
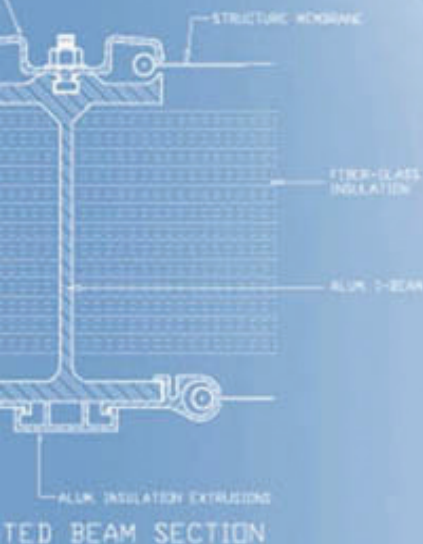






# The California Air and Space Education Foundation

- A California 501 C 3 founded in 1989
- Mission: Advance the importance of future scientific discoveries through community education programs
- Partnering with NASA Ames to develop the new Center
- Board members include: Cliff Jernigan, IRS; James Cameron, Academy award winning producer; Larry Stone, Santa Clara County; Greg Papadopoulos, Sun Microsystems; Sally Ride, Ph.D, professor and former astronaut; Nancy Conrad, spokeswoman; Gil Amelio, Ph.D, venture capitalist; Seth Shostak, Ph.D, SETI Institute





# NASA

**Boldly expands frontiers in air and space to inspire and serve America and to enrich the quality of life on Earth by:**

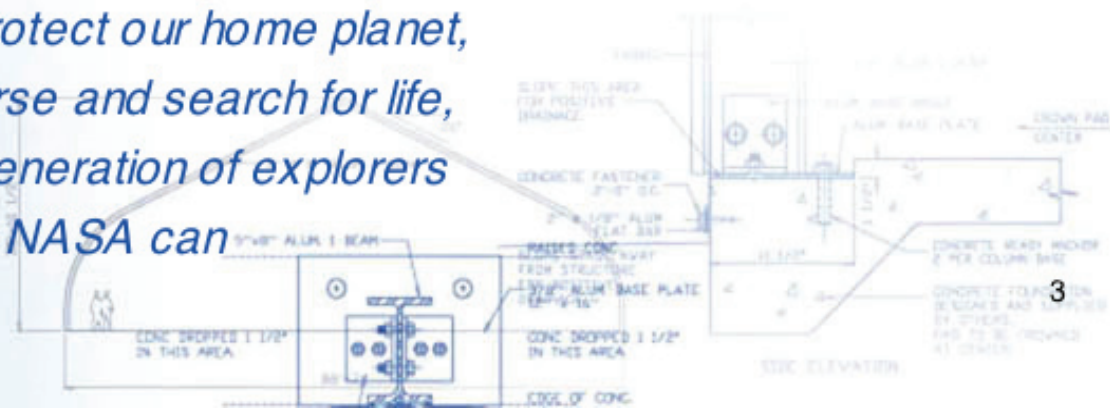
- Advancing and communicating scientific knowledge of the Earth, the solar system and the universe
- Exploring, using and enabling the development of space for human enterprise
- Researching, developing and transferring advanced aeronautics, space and related technologies

## THE NASA VISION

*To improve life here,  
To extend life to there,  
To find life beyond*

## THE NASA MISSION

*To understand and protect our home planet,  
To explore the universe and search for life,  
To inspire the next generation of explorers  
...as only NASA can*



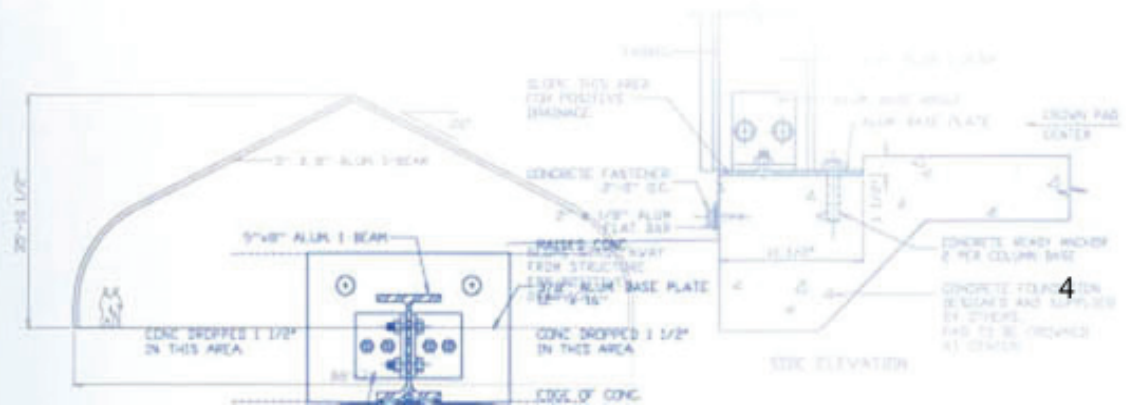
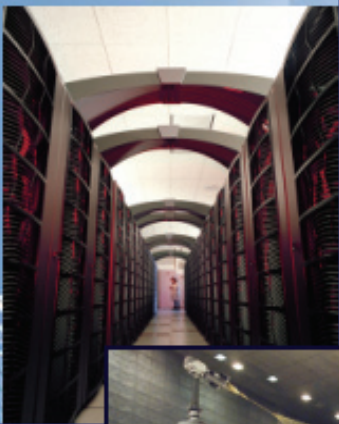




# NASA Ames Research Center

## Ames Facts

- Founded December 20, 1939
- Home to important and unique national facilities, including simulators, wind tunnels, and supercomputers
- Located in the heart of Silicon Valley with leading-edge universities and high-tech R&D science and technology companies
- Approximately 4,000 civil servant and contractor employees, including a cadre of world-class researchers and engineers





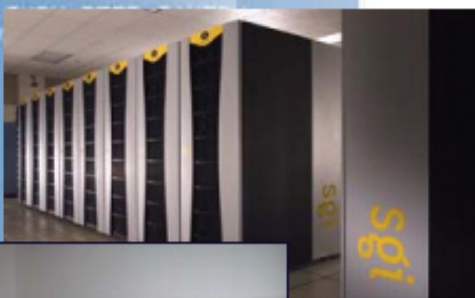
# NASA Ames Thrusts

**A Multi-Disciplinary R&D center that emphasizes:**

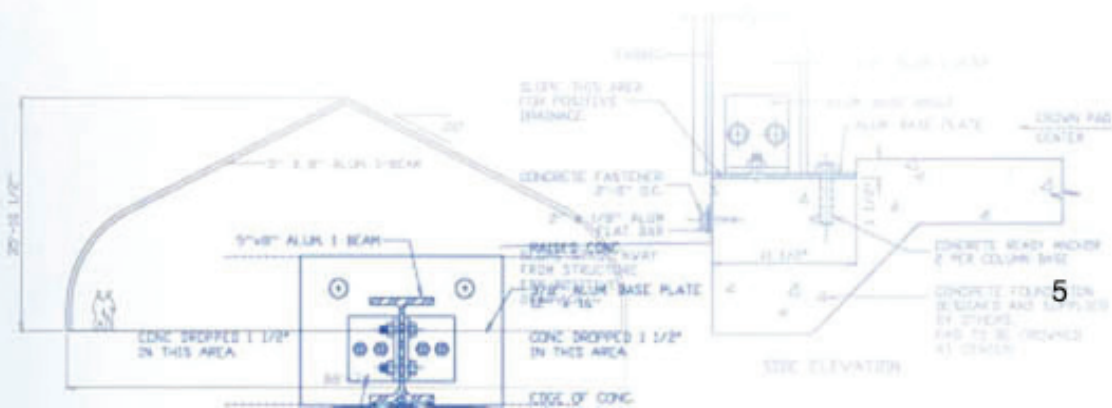
- Breakthrough scientific discoveries
  - Astrobiology: *fusion of Earth-Life-Space science*
  - Selected science projects: SOFIA and Kepler
- Aiding and protecting the flying public
  - Air traffic management, control, safety and security
- Scientific exploration via technology
  - Information Technology
  - Bio-Nano-Info technology fusion
  - High performance computing
- Educating and inspiring



SECTION  
SCALE 3/8"=1'-0"



TED BEAM SECTION

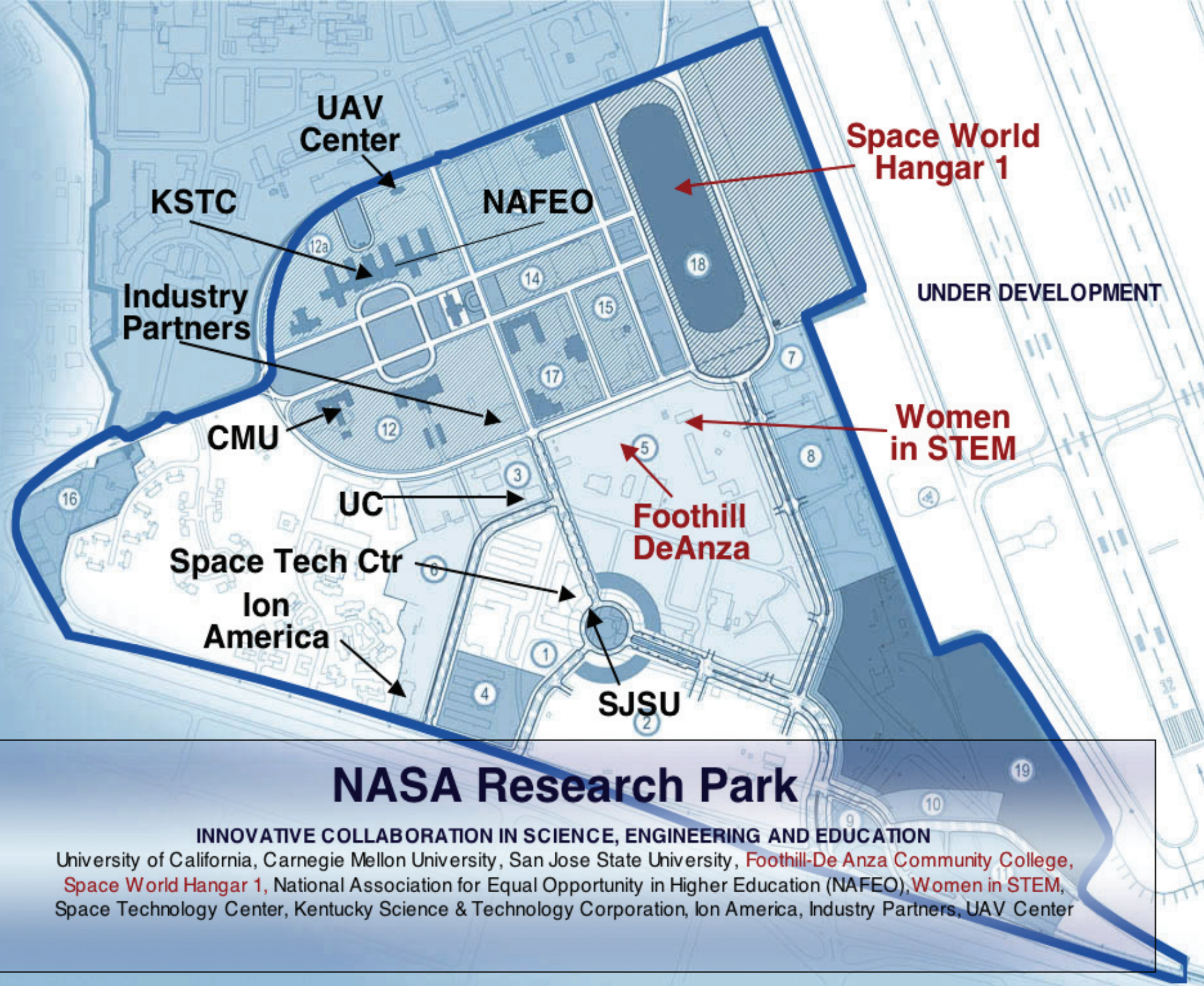




- 
- ALUM. INSULATOR EXTRUSION
- TECHNICAL BEAM SECTION











# NASA Ames Technology Partnerships

## *Innovative Partnerships Program Mission*

### Mission Statement

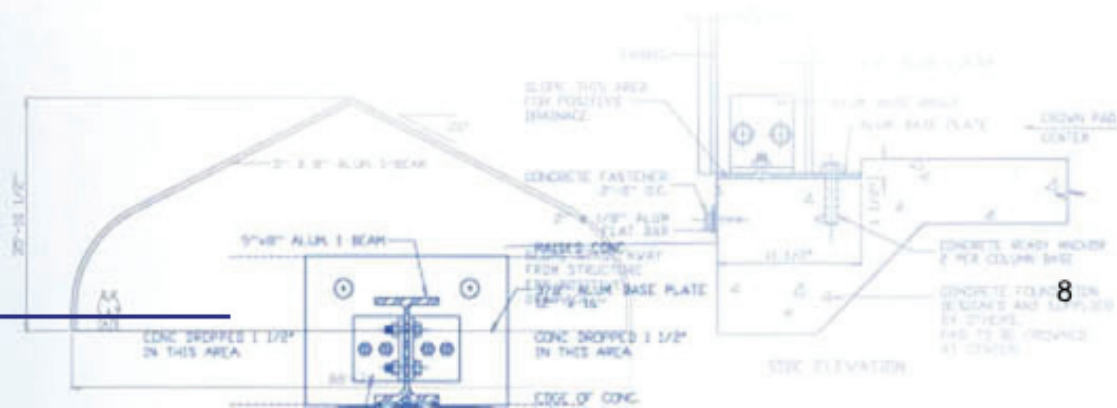
- Create partnerships with industry, academia, and other government agencies to develop and transfer technology in support of NASA missions

### Goals

- Reduce NASA technology development life-cycle costs
- Transfer technology in support of the NASA mission
- Enhance NASA mission technology capabilities



ALUM. INSULATION EXTRUSIONS  
TED BEAM SECTION



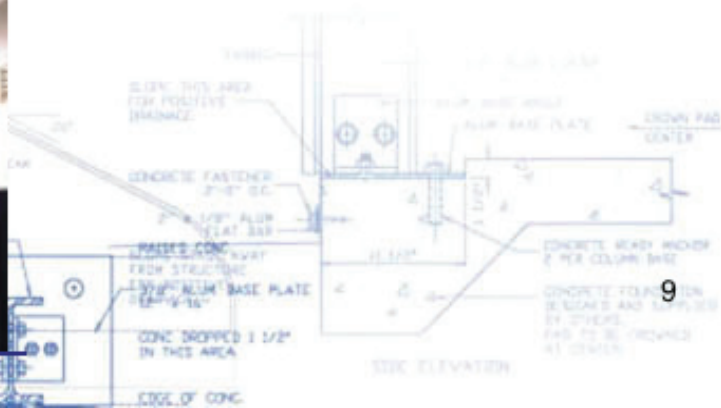
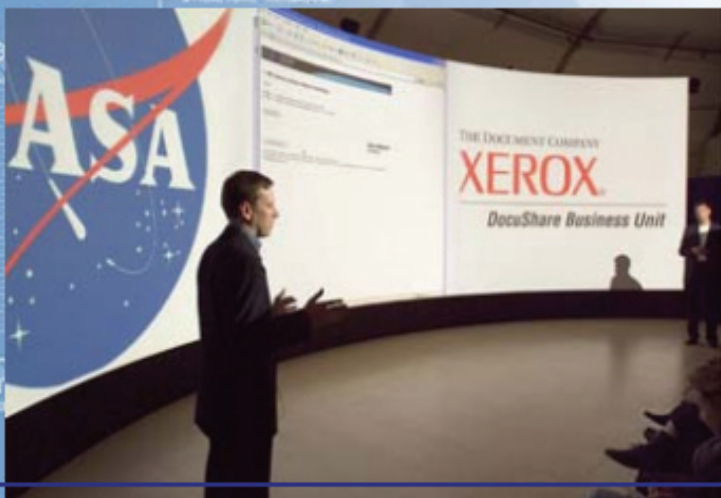




# Active Technology Partnerships

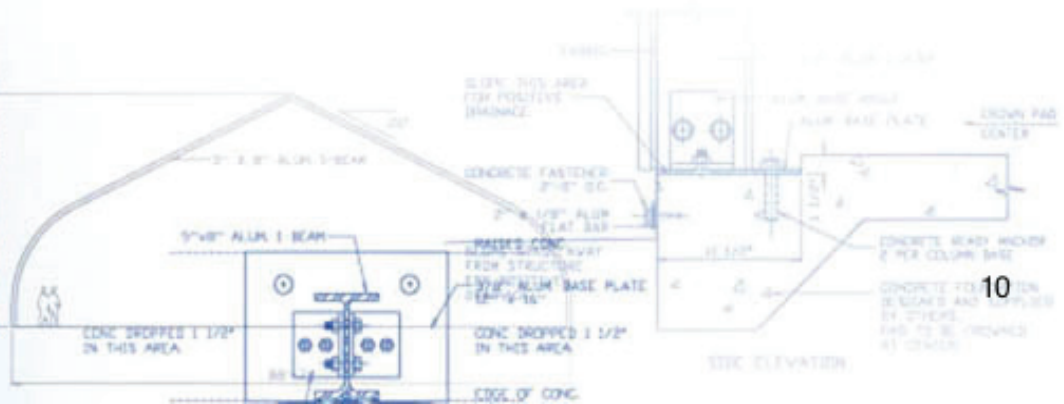
**NASA Ames is currently partnering with private companies to propel its mission forward. Some examples:**

- Xerox:  
Knowledge management systems for NASA space exploration
- Lockheed Martin:  
Nanotechnology in advanced aerospace systems
- SGI/Intel:  
“Project Columbia” Supercomputing in support of NASA missions
- Salinas Valley Memorial Healthcare:  
3-D modeling and improved image processing
- SpaceDev:  
Developing new low-cost space launch vehicles





- 



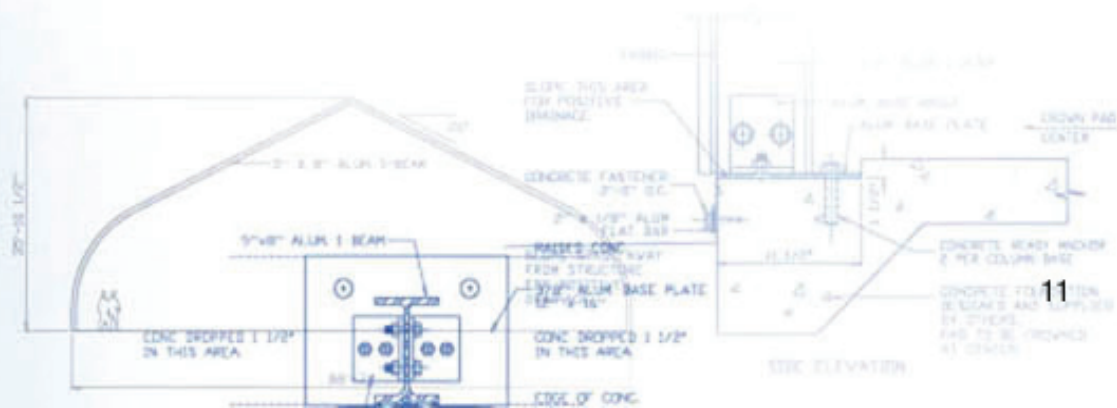




## Successful Education Initiatives

- *JASON*: An annual, real-world expedition led by Bob Ballard, brought to life to students and teachers in their classrooms and at NASA Ames via this national program
- *Ames Exploration Encounter*. Based in a renovated supersonic wind tunnel, the AEE connects students in grades 4-6 to aerospace content in a hands-on experience led by former NASA and tech professionals

**Education programs like these will be integrated into the Exploration Center experience**

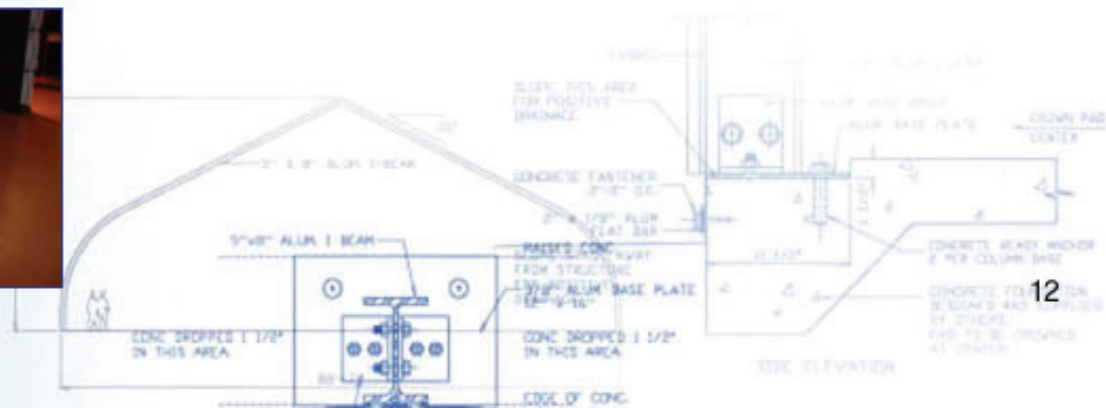




# The Mars Center

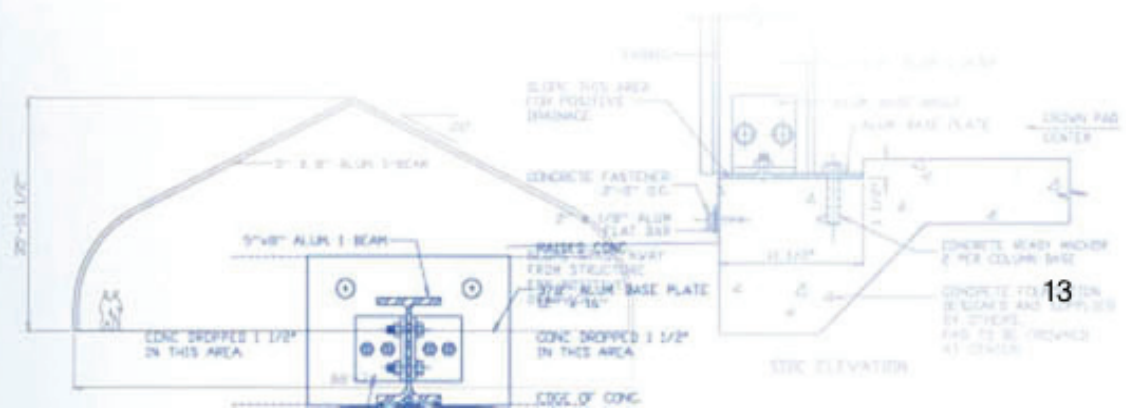
- NASA Ames opened the *Mars Center* in January 2004
- Over 140,000 people have since visited, with little marketing or promotional support
- Contains interactive exhibits that feature information about the Mars expeditions, with a focus on technologies that were developed or supported by NASA Ames
- Mars Center success has inspired commitment to develop a permanent attraction in current high-traffic location (over 340,000 people pass by daily on busy Highway 101)

**THE MARS CENTER:  
VISIBLE FROM  
HIGHWAY 101**





- Supported by a new *Vision for Space Exploration* that involves:
  - A return of humans to the moon and eventual human flights to Mars
  - In the near term, robotics and other innovative technologies
  - Advancements through partnerships
- In the spirit of the Vision for Space Exploration, the new Exploration Center will educate, enlighten and inspire adults and kids of all ages...planting seeds for the next generation of explorers



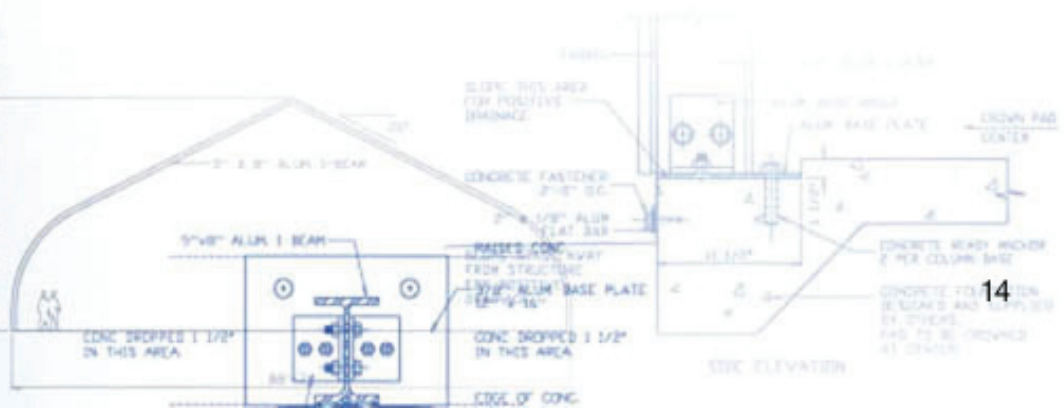


# Exploration Center Development Plans

- 2005: Redevelopment, content creation, partnerships formed
- Fall 2005: CASEF Fall Gala to support awareness, fundraising effort
- 2006: New Center Opens
- Content, themes and exhibits created by consortium of partners including:
  - CASEF (content development leadership)
  - Universities (San Jose State, UC Santa Cruz)
  - Science Centers (The Tech Museum)
  - Corporate partners (in development)



ALUM. INSULATION EXTRUSIONS  
TED BEAM SECTION



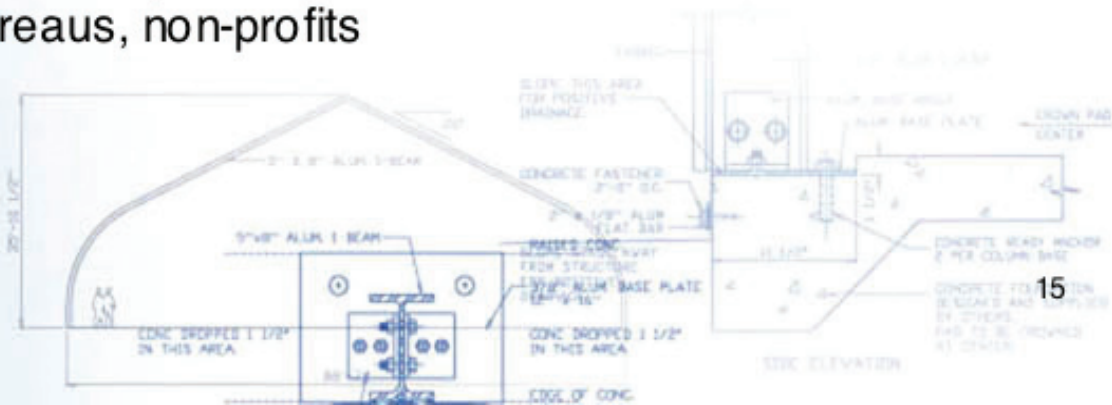




# Strategic Partnerships

The backbone of the NASA Ames Exploration Center development plan - Strategic Partnerships

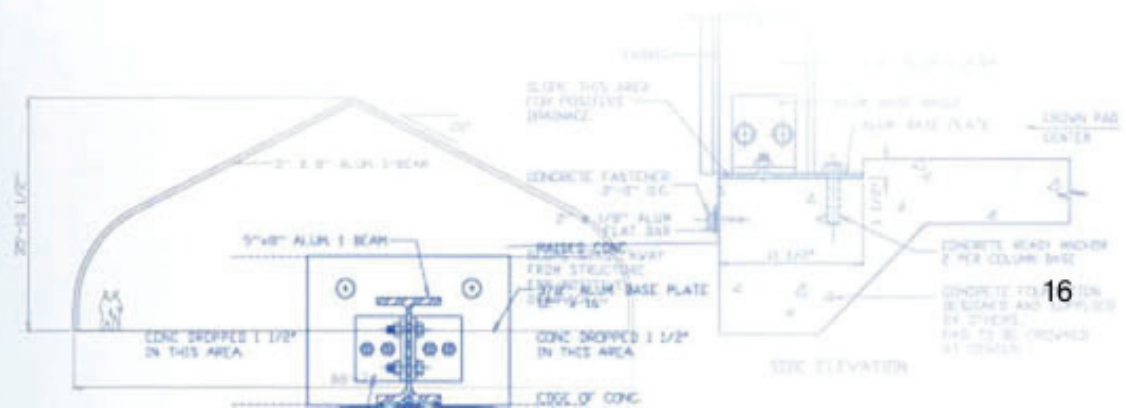
- *Corporate*: Lead partners to enjoy array of benefits, exposure, role in development
- *Academic*: Publicly positioned as NASA Ames partners, visible connection to Silicon Valley community
- *Media*: Local newspaper, TV, radio, national magazine, web outlets
- *Community*: Science centers, Convention and Visitor Bureaus, non-profits





## NASA Ames seeks partners to work with in developing the Exploration Center

- *Lead Partners*: tied to events, exhibits, programs and physical/product presence in the venue itself
- *Exhibit and Program Partners*: linked to specific programming platforms
- *Event-Specific Partners*: supporting specific events associated with NASA missions
- *Education Partners*: supporting education programs with ties to the Exploration Center







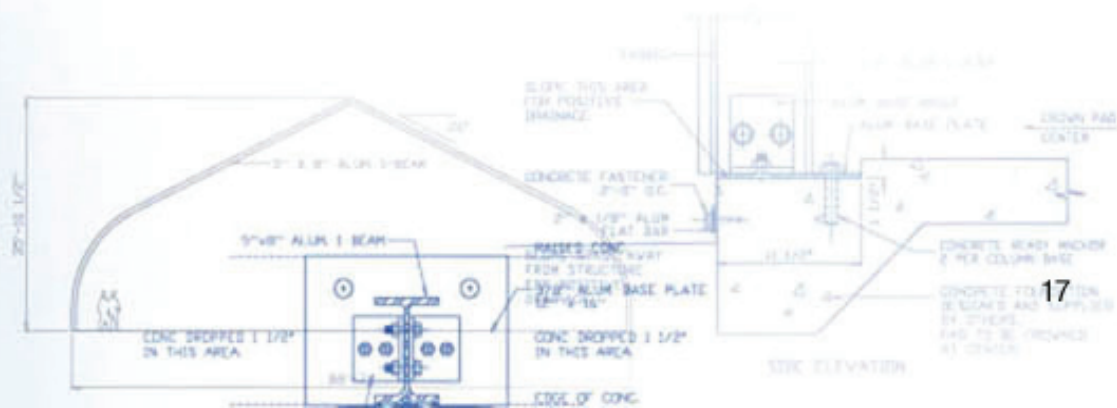
# Benefits of Lead Exploration Center Partnership

**Lead partners will access benefits that include:**

- Corporate identity integrated into Exploration Center logo
- Presence throughout all Exploration Center materials and programs
- Involvement in design and development of Exploration Center content
- Presenting position of major exhibits and special events
- High-level integration into all advertising and web site
- VIP Access to special NASA events involving astronauts, NASA launch viewings, special tech demonstrations, downlinks from live missions, etc.



ALUM. INSULATION EXTRUSIONS  
TIED BEAM SECTION





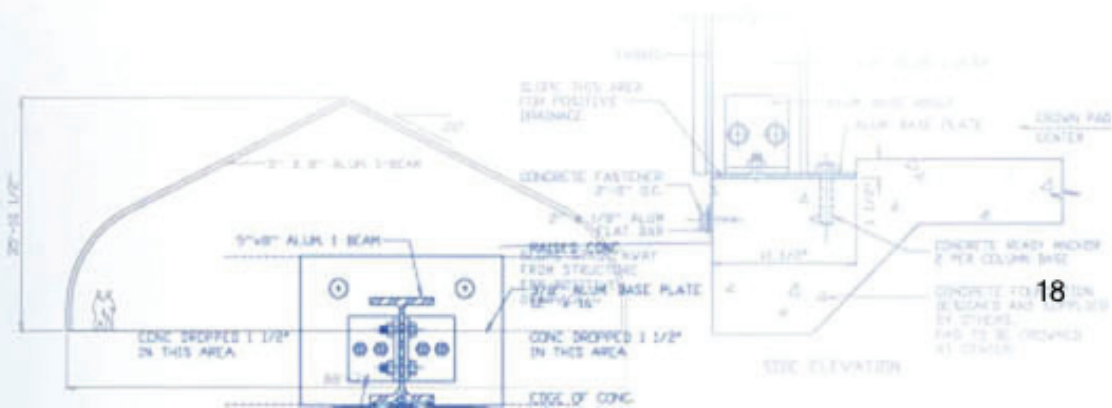
# Benefits of Exploration Center Partnership

Other partnership program features include:

- On-site logo and product integration
- Integration into cross-promotions
- Special access to the Center for corporate events
- Web site presence and e-mail promotions
- Special opportunities for promotion to NASA employees, partners, community
- Position as sponsor of NASA Ames education programs
- Tickets and guided tours
- *Much more ... details can be provided upon request*



TED BEAM SECTION



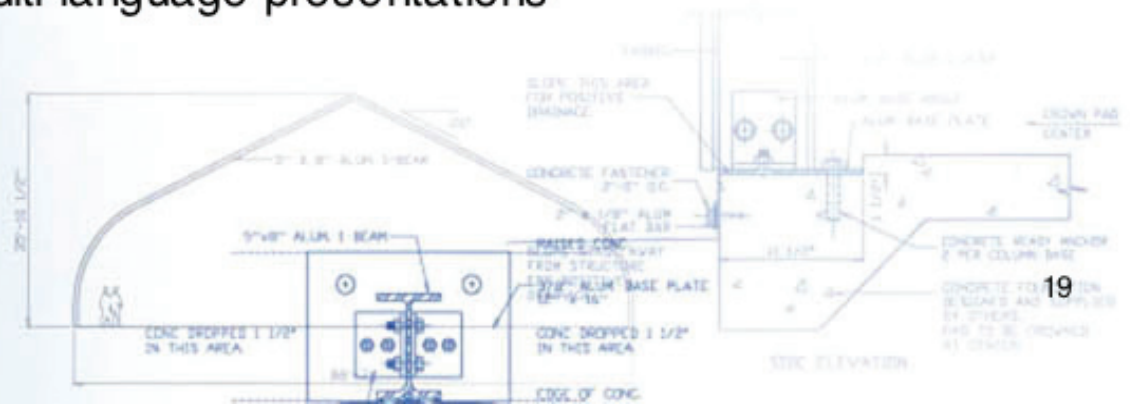




# Exploration Center Marketing

**Marketing and promotional platforms will include:**

- Media partners in print, TV, web
- Special offers to employees, vendors and their families
- Cross-promotions with other science centers and attractions
- NASA Ames presence at air shows and airports
- HR departments at regionally based companies
- Special community events
- Education outreach
- Convention and Visitor Bureaus and Chambers of Commerce
- Multi-language presentations





## How to Get Involved

- We are currently seeking Founding Strategic Partners
- The opportunity is being presented first to current NASA Ames partners, then to other Bay Area-based organizations
- Ames/CASEF Representatives will customize proposals...

For more information contact:

**Kevin Bartram**

**415-883-8777**

[Kevin@kevinbartram.com](mailto:Kevin@kevinbartram.com)

